The Student Success Collaborative
A Comprehensive Partnership to Improve Retention and Degree Completion

WHO WE ARE
The Student Success Collaborative is a membership of more than 475 colleges and universities across the country working together to improve student outcomes and the student experience. Members of the Collaborative use a Student Success Management System that helps faculty, staff, advisors, and administrators to support students from enrollment to graduation and beyond. Members also benefit from ongoing consulting support and access to best practice research.

THE CHALLENGE

The Economic Imperative of Retention
As most geographical regions experience a decline in high school graduates, maintaining enrollment numbers has become a nation-wide challenge. The cost of recruiting new students has increased by 5% for private institutions and by 8% for public institutions each year since 2004. Given this, many institutions are now thinking about retention as not just the right thing to do for students, but as a financial imperative to preserve these investments. Moreover, EAB data shows that even a modest decline in persistence (3% over three years modeled at left) can impact net tuition revenue by millions of dollars annually, long after the initial decline.

Financial Impact of a Retention Decline
Projected Net Revenue Below Baseline

2018 2019 2020 2021 2022 2023 2024 2025

- $0.7M
- $2.0M
- $3.8M
- $5.1M
- $5.9M
- $6.2M
- $6.3M
- $6.4M

2018-10,000-student public institution $12,000 net revenue per student

OUR APPROACH

The Emerging Discipline of Student Success Management
EAB Members Tackling the Retention Imperative With a Proven Five-Part Approach

1. Intelligent analytics segment student populations by risk and identify target groups
2. Manage risk factors with high-touch support
3. Resolve minor issues before they escalate
4. Prevent problems before they happen
5. A coordinated care network facilitates case management between support offices
6. Communication and tracking tools manage risk behaviors in real time
7. Student-facing applications scale and extend support by automating guidance
8. Executive dashboards track operations and overall progress for leadership
Inside Our Student Success Management System

OUR TECHNOLOGY

A Student Success Management System is an enterprise-level technology that links administrators, advisors, deans, faculty, support staff, and students in a coordinated care network designed to help schools proactively manage student success and deliver a return on education.

How It Works

Unlock the power of data analytics, bringing insights and student success management intelligence to administrators and leaders.

Create a connected and coordinated network of support for every student, enabling targeted intervention and proactive, strategic care.

Provide curated smart guidance at the most pivotal moments along the college journey, simplifying and structuring student pathways to completion.

OUR IMPACT

Diverse Member Institutions Seeing Measurable Results

|$3M| 12%| $1.67M| 11%|
|Additional tuition revenue| Improvement in first-year retention| Additional tuition revenue| Increase in retention of high-risk students|
|Georgia State University| University of South Alabama| Eastern Kentucky University| Florida State University|

|$600K| 2%| 4%| 2%|
|Additional tuition revenue| Increase in four-year graduation| Additional tuition revenue| Improvement in first-year retention|
|University of Central Florida| Middle Tennessee State University| University of Central Florida| Elizabeth City State University|

To learn more or schedule a demo, email communications@eab.com or visit eab.com/studentsuccess.